



WTIC-TV

## ORDER

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Flight Dates 09/21/12-10/04/12

Contract / Revision 389448 /

Original Date / Revision  
09/20/12 09/20/12

Advertiser CT Future Pac

Agency Waterfront Strategies

Buying Contact

3050 K St NW  
Washington, DC 20007

## Product

CT FUTURE PAC

Agency Com 15%

Billing Contact

3050 K St NW  
Washington, DC 20007

Sales Office TWDC

Sales Region National

Agency Ref

Order Sep 00:15:00

Estimate # 1839

Alt Order # 06328522

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes AGY POL ISSUE

Product Codes PL2

Priority 03

Advertiser Ref

Primary Account Executive  
Jordan Johannessen

Account Executive	Order%	Start Date	End Date
Jordan Johannessen	100%		

Order Share 15% Market Value 9333

Competing Station	% of Order	Amount
2WCCT	1%	93
3WFSB	46%	4293
4WVIT	13%	1213
5WTNH	25%	2333
6WCTX	%	0
7CABL	%	0

## Order Totals

## Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
September 2012	4	\$722.50	\$850.00	0.00	08/27/12	09/30/12	4	\$722.50	\$850.00
October 2012	2	\$467.50	\$550.00	0.00	10/01/12	10/04/12	2	\$467.50	\$550.00
Totals	6	\$1,190.00	\$1,400.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
1	61	09/24/12	10/04/12	M-F 1p-2p M-F 1p-2p	CM	1p-2p	MTWT---	:30	1	\$150.00	03	0.00	NM	2	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	MTWT---		1				\$150.00		0.00			
		Week: 10/01/12	10/07/12	MTWT---		1				\$150.00		0.00			
2	61	09/21/12	09/28/12	M-F 12p-1p M-F 12p-1p	CM	12p-1p	----1--	:30	1	\$150.00	03	0.00	NM	2	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	----1--		1				\$150.00		0.00			
		Week: 09/24/12	09/30/12	----1--		1				\$150.00		0.00			
3	61	09/24/12	10/04/12	M-F 6p-630p M-F 6p-630p	CM	6p-630p	MTWT---	:30	1	\$400.00	03	0.00	NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	MTWT---		1				\$400.00		0.00			
		Week: 10/01/12	10/07/12	MTWT---		1				\$400.00		0.00			
Totals														6	\$1,400.00